

APRIL/MAY 2025

**23PSCM26/23PSCP26 — ADVERTISING
AND MEDIA MANAGEMENT (SEC – I)**

Time : Three hours

Maximum : 75 marks

SECTION A — (10 × 2 = 20 marks)

Answer ALL questions.

1. Define the Role of Advertising.
2. How did you promote a demand?
3. What do you mean by Call to action?
4. What do you mean by attention?
5. How did create Add group?
6. How did you measure your success?
7. Give two Examples of media development.
8. What do you mean by indoor media?
9. Give any two types of Advertising.
10. What do you mean by Advertisement Layout?

SECTION B — (5 × 5 = 25 marks)

Answer ALL questions.

11. (a) Explain the role of add.
Or
(b) Explain the ethical of advertising.
12. (a) Explain the Types of planning.
Or
(b) Describe the advertising copy.
13. (a) Explain the stages of campaign process.
Or
(b) Explain the advertising plan.
14. (a) Explain the Types of media.
Or
(b) Explain the media selection.
15. (a) Describe the Co-Ordination of advertising.
Or
(b) Describe about task method.

SECTION C — (3 × 10 = 30 marks)

Answer any THREE questions.

16. Briefly explain the social and ethical aspects of Advertisement.
17. Describe about : Add copy and Add Design.
18. Explain the preparation of campaign.
19. Explain the Role and Types of media.
20. Explain the stages in Campaign process.
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